



**MARKET INTELLIGENCE TOP-UP SYNDICATE RESEARCH DIVISION  
MEMBERSHIP APPLICATION FORM**

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(name of business/institution)

hereby applies for membership of the  
**MARKET INTELLIGENCE TOP-UP SYNDICATE RESEARCH DIVISION**  
BUREAU OF MARKET RESEARCH (PTY) LTD  
University of South Africa

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**SUBSCRIPTION MEMBERSHIP**

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The total subscription fee to join the Market Intelligence Top-up Syndicate Research Division for 2024 amounts to R105 000 (VAT excluded) on top of the standard annual BMR member subscription price.

To subscribe to the Market Intelligence Top-up Syndicate Research Division for 2024 please provide the information being requested below. By subscribing you will obtain access to the following:

- BMR Consumer Market Segment (CMS)** information. This is a nine-segment consumer market segmentation system consisting of Three Socio-Economic Segments by Three Human Development segments.
- Regular updates on changes in the **Consumer Market Segments** based on newly available Big data, secondary survey data and national accounts data.
- Information derived from the BMR's Input-Output (IO) model regarding the impact of changes in the economy on the nine different **Consumer Market Segments**.
- Consumer Market Segment** analyses relevant to member unique and own businesses demands.

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**SUBSCRIPTION MEMBER DETAILS**

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Name of business of subscription member:	
Postal address of subscription member:	
Postal code:	
Office address of subscription member:	
Telephone:	
Fax:	
Email address:	
Company VAT number:	

Please indicate the name, designation and contact details of the person(s) who will represent the subscription member and to whom all communication will be forwarded to:

<b>Subscription member representative</b>	
Name:	
Designation:	
Telephone contact number:	
E-mail address:	
<b>Name:</b>	
Designation:	
Telephone contact number:	
E-mail address:	
<b>Name:</b>	
Designation:	
Telephone contact number:	
E-mail address:	
<b>Name:</b>	
Designation:	
Telephone contact number:	
E-mail address:	

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**PAYMENT DETAILS**

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Accounts to be sent to:  
(Name and designation) .....

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**The Bureau of Market Research (Pty) Ltd reserves the right to adjust the Market Intelligence Top-up Syndicate Research Division membership fees annually in line with inflation expectations.**

**On acceptance by the Bureau of Market Research (Pty) Ltd, this form serves as a contract of membership.**

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SIGNED AT..... THIS .....DAY OF..... 20.....

.....  
**SIGNATURE**

.....  
**DESIGNATION**

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Please submit application form to [madeleine.goetz@bmr.co.za](mailto:madeleine.goetz@bmr.co.za)